



# The Consultwebs Decision-Making Handbook



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# Welcome to the **Consultwebs Decision - Making Handbook!**

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**We created this resource to facilitate the decision-making process of law firms that are looking for the ideal legal marketing agency that will help them achieve their growth goals and thrive.** While we understand that each law firm has unique needs and requires different marketing agency services, we believe that this document will serve the legal community as a tool to find the perfect option for their specific needs.

We hope you find this resource beneficial and derive as much pleasure from it as [the Consultwebs team](#) did while crafting it.

Making decisions in the business world requires:

- + Emotional intelligence
- + Wisdom to take premeditated risks
- + Capital

This all can be incredibly intimidating, as with any risk that is taken, we face different levels of uncertainty and forced patience. But if you were to weigh these risks, you might come to realize that inaction is often far riskier than diving headfirst toward the solution to your problems.



## As for the solutions Consultwebs offers...

...think about how quality legal digital marketing could make your firm grow and thrive through the following:

- + Increased number of qualified leads.
- + Higher quality leads.

So, whether you're struggling with your phones ringing consistently with leads that just aren't "right" for your firm, they're not ringing at all, or perhaps you're simply ready to embark on a journey of growth, there are proven solutions that could help you reach your goals on your *terms*.

**This tool is intended to empower law firms by offering clarity on which approach aligns with their:**

- + **Budgetary constraints**
- + **Desired outcomes**
- + **Overall business goals**

# **Let's start with a quick question –**

***Would you rather have  
your firm make ends meet  
every month, or would you  
rather see your firm exceed  
expectations month after  
month?***

# Primary Types of Thinking



Both present challenges to a business owner, but one is often much more preferred. Find out how your mindset could be the dealmaker (or breaker!) in this process and how you can overcome the hurdles to ultimately make your dreams a reality.

**The way you think might be what's stopping you.** Let us explain - We see two primary types of thinking when speaking to potential attorney business owners:

**1 | Cost-based:** If you relate to the following thought, you are likely a cost-based thinker: *"How much will it cost to reach my goal?"*

You're not alone - most of the attorneys and firm representatives we speak to have many questions related to how we intend on getting them what we promise - and how much it's all going to cost! While it is important to be aware of the initial required investment, there is one (major) caveat to focusing too much on it:

# Primary Types of Thinking

## Cost-based

The potential and, in our case, proven results your firm could reap are oftentimes overshadowed by the intimidation and fear of commitment to what could be a substantial initial investment. While concern is understandable, it is key to remember that there is a balance that will tilt in your favor if you play your cards right. We have seen time and time again that the bigger the conceived risk, the bigger the ultimate payout ends up being (i.e., return on investment).

[Read the Case of 3 Law Firms Transforming their Acquisition Rates](#)

It is also worth noting that some practice areas are more competitive than others and may require a higher investment simply because of the current digital marketing landscape and where a firm is currently positioned in search. Your geographic location and how fierce your offline local competition is are key factors you can use to get an idea as to how competitive (and potentially costly) your digital presence will be.

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**2 | Results-based:** If you belong to this school of thought, you have a clearer picture of the project as a whole rather than obsessing over the nitty-gritty of each ad or keyword. Your thought process goes more along the lines of *“How will digital marketing help my firm get to where I want it to be?”*

You believe that how you reach your goals isn't as important as getting there and beyond. Whether you're facing the decision of whether or not you are going to invest in your firm's digital marketing, your main focus is whether that investment is going to help you achieve your goal.

## Results-based

### Key questions to ask yourself:

- + Will that first impression help sign more cases?
- + Are my digital assets contributing in some shape or form to my case growth?
- + What about my partnership with my digital marketing agency?
- + Are my investments going to help you garner more and higher quality leads?

Here are recommendations from marketing specialists at Consultwebs on how you can [begin doing an audit on your marketing agency partnership](#):

“ Once you have identified your campaign needs and where your competitors stand, you can better **decide on how to use the budget the firm has.** ”



**Erick Merlo**

Lead Digital Strategist  
at Consultwebs

“ When you start getting frustrated with your marketing agency it's best to think: did I communicate with them? What was my hand in this? Did I approve everything on time in order to push content forward? Did I listen to the recommendations about possible paid campaigns or possible re-design? You have to really pay attention and ask: **was this a true partnership?** ”



**Veronica Lozano**

Digital Marketing Specialist  
at Consultwebs

Now, let's take a look at some numbers.

## Results vs. Cost-Based Proof from Existing Consultwebs Campaigns

To further bring home the concept of results vs. cost-based thinking, we've got a couple of graphs for you. In our 20+ years of business, we have analyzed vast amounts of data, and some of the most compelling figures derive from comparing the two mindsets from within our own client base.

We have noticed that taking a bigger (premeditated) risk typically means that there will be a higher return. As an example: law firms that put forth \$2000 as their initial investment frequently see their ROI double.

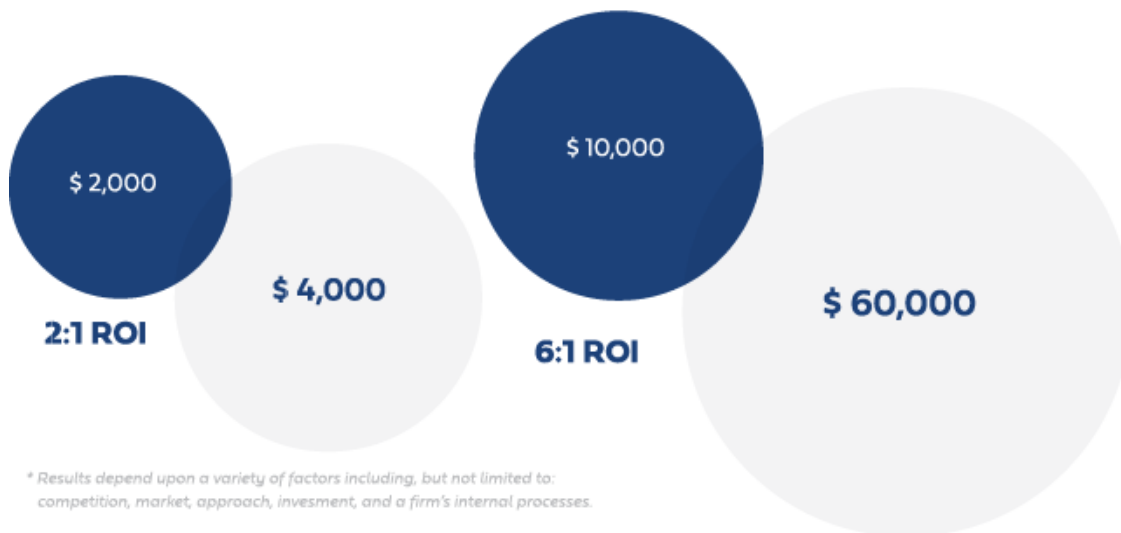
Law firms that invest \$10,000, however, will see their ROI multiply times 6! This just comes to show that if you want to do extraordinary things, you will, more often than not, also have to take extraordinary action.

What is key here is that the risk that was taken was not taken blindly nor by chance - Consultwebs experts accompanied these firms throughout the whole process and cleared up any doubts and questions along the way.





### The Investment vs The Return



To explain it better, here's a proof of what we're talking about.

**Legaljobs**, a legal recruitment platform, ranks personal injuries as the 4th leading cause of death in America, following heart disease, cancer, and COVID-19. Therefore, **let's highlight this personal injury law firm as a testament to a successful partnership with Consultwebs.**

*To safeguard the firm's identity, we'll simply use "the firm" when referencing it.*



Understanding the significant influence of a strong online footprint, this personal injury law firm chose to diversify its digital assets by collaborating with Consultwebs. Their investment areas include [SEO tailored for law firms](#), [digital advertising](#) on platforms like Google, and [Local Services Ads](#).



<https://www.consultwebs.com/wp-content/uploads/2023/03/Harnessing-the-Power-of-SEO-and-Digital-Ads.pdf>

**More specifically, the law firm saw a growth of 596 leads in 2022, an additional 83 leads or a 16% increase in leads from the previous year. In addition, the firm's cost per lead decreased by 14% from 2021 to 2022 and keeps decreasing monthly.**

*Evidently, the results from our efforts do speak for themselves.*

*At Consultwebs, we believe that results ultimately matter most in any type of business.*

**And this firm is not the only one repairing the rewards.**

**All firms with **Consultwebs**  
on average see:**



**The cost per case  
decreased by 56%**

**The total number of cases  
increase by 266%**

Source: <https://www.consultwebs.com/wp-content/uploads/2022/11/SEO-ROI-by-Market-Size.pdf>

**As great as these results look, we get it!**

Jumping into the unknown is not for the faint of heart, but the value it can drive for your business can be massive and a game-changer for your firm's growth trajectory.

# The Decision - Making Process

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Now that we've established what route your mind takes when it comes to making financial decisions let's go through the Consultwebs Ultimate Decision-Making Handbook Questions.

This list of questions is adaptable and adjustable for different contexts and is meant to help you come to your own conclusions before jumping on a call with different vendors. Feel free to print this sheet out if you prefer to write things out by hand.

- 1 |** What criteria does your firm use when choosing a law firm marketing agency to solve issues like creating a consistent pipeline of new cases?

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- 2 |** With your current advertising agency for law firms, how are you measuring success when it comes to getting more cases? Do you know what your cost per lead and cost per case is?

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**3 |** Let's say you're considering multiple companies, and they all match your requirements, including the price point. How would you then decide what to do?

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**4 |** If the price is your top priority, how does that weigh against achieving results and addressing the issue at hand?

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**5 |** Let's suppose your next web provider is able to deliver the results you are aiming for. What would you do with the extra profit?

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**6 |** How does your law firm decide on the budget allocation for marketing?

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**7 |** Do you believe the budget you've set aside is adequate to address your present challenges?

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# Thinking Beyond the Solution

It's valuable to consider the what-ifs should you decide against taking action. This exercise will ensure you are 100% comfortable with your decision. (We encourage you not to overthink these questions - if you find yourself doing that, it might be best to set this exercise to the side and come back to it the following day.)

**1 |** What will happen if you don't change your current situation? What are the risks?

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**2 |** What if you don't do anything about this problem, and your situation progressively gets worse?

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**3 |** If you have a less expensive option in mind, what will happen if they don't get you the results you expect?

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**4 |** What do you foresee happening in the next 5-10 years if you keep doing the same thing?

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**5 |** If you decide not to take action now, is there a risk of unwanted losses this year in lost profit/revenue/cases signed? If so, how much money is at stake?

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**6 |** What's the potential impact on your business if you don't do anything about this issue? Are you comfortable settling for that?

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# Budgeting Questions



If you choose to take on the investment for a solution to your issues, you will need to think through the financial logistics as well. We've compiled a short list of questions for you to consider and create a plan to start making your goal a reality.

**1 |** What is your current budgetary process at your firm?

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**2 |** What budgetary parameters are you working with?

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**3 |** How will funding for this project be determined?

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**4 |** Are there any obstacles you might encounter when trying to get financial approval to solve the issue at hand?

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**5 |** Is there anyone else involved in the approval process for the budget of this project?

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**6 |** Will the investment you're considering realistically achieve the number of new cases you desire each month? (e.g., if you want 10 more cases per month but only wish to invest \$1,000, is that realistic?)

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## Conclusion

Decision-making doesn't have to be the ominous process it's made out to be - the trick is preparing for the day the decision needs to be made and planning ahead. If there are gaps in that plan, or if there are still questions that need answering, the best plan of action is to write them down and plan through them with your [in-house marketing team](#) and/or with the experts at the company you are considering hiring.

If you are currently considering Consultwebs to be your legal marketing partner, feel free to fill out your answers in this handbook. We would be more than happy to discuss the options we consider to be the best fit for your firm and its needs. Alternatively, we would be happy to discuss these questions to help you build out a plan to conquer your goals in digital marketing, business, and beyond.

**Book a Call with a Legal  
Senior Digital Advisor Now!**

